

King County
Office of Emergency Management

Disaster Preparedness Poll

Conducted by:

Marshall Marketing & Communications, Inc.

In Partnership with KIRO-TV

December 2005



Survey Methodology

- Telephone survey conducted by Marshall Marketing & Communications, Inc.
- Survey dates: December 20-21, 2005
- Survey Area: King County, Washington
- Sample Size: 575 Adults Age 18+
- Overall survey precision level: +/- 4.1%

Marshall Marketing & Communications, Inc.
2600 Boyce Plaza Road, Suite 210
Pittsburgh, PA 15241-3949
www.mm-c.com

Survey Questions

1. **“What is the most important first step a person can take to become better prepared for natural or man-made disasters?”**
 - Make a plan for how to protect and provide for you and your family
 - Put a disaster-preparedness kit together
 - Get involved and trained for what to do in the event of a disaster
2. **“Does your household have an established plan and a disaster preparedness kit in place in case of a natural or man-made disaster?”**
 - Yes
 - No
 - Not Sure
3. **“As far as being prepared for different types of disasters, which ONE of the following types of disaster do you feel would be MOST important to be prepared for?”**
 - Earthquake
 - Terrorist event
 - Other natural disaster
 - All of the above

Executive Summary

QUESTION 1:

“What is the most important first step a person can take to become better prepared for natural or man-made disasters?”

All Surveyed Adults

- | | |
|--|-----|
| • Make a plan for how to protect and provide for you and your family | 40% |
| • Put a disaster-preparedness kit together | 33% |
| • Get involved and trained for what to do in the event of a disaster | 27% |

DEMOGRAPHIC HIGHLIGHTS:

“*Make a plan*”

- Strongest with Women, Adults Age 18-34 & 35-54, and Those with Children

“*Put a kit together*”

- Strongest with Adults age 55+

“*Get involved and trained*”

- Strongest with Adults age 55+

Executive Summary

QUESTION 2:

“Does your household have an established plan and a disaster preparedness kit in place in case of a natural or man-made disaster?”

All Surveyed Adults

- | | |
|------------|-----|
| • Yes | 43% |
| • No | 41% |
| • Not Sure | 16% |

DEMOGRAPHIC HIGHLIGHTS:

“YES”:

- Strongest with Men and Adults Age 55+

Executive Summary

QUESTION 3:

“As far as being prepared for different types of disasters, which ONE of the following types of disaster do you feel would be MOST important to be prepared for?”

All Surveyed Adults

- Earthquake 44%
- Terrorist event 4%
- Other natural disaster 6%
- All of the above 46%

DEMOGRAPHIC HIGHLIGHTS:

“*EARTHQUAKE*”:

- Strongest with Adults Age 55+ and Those who Don't Have Children (under age 18 in HH)

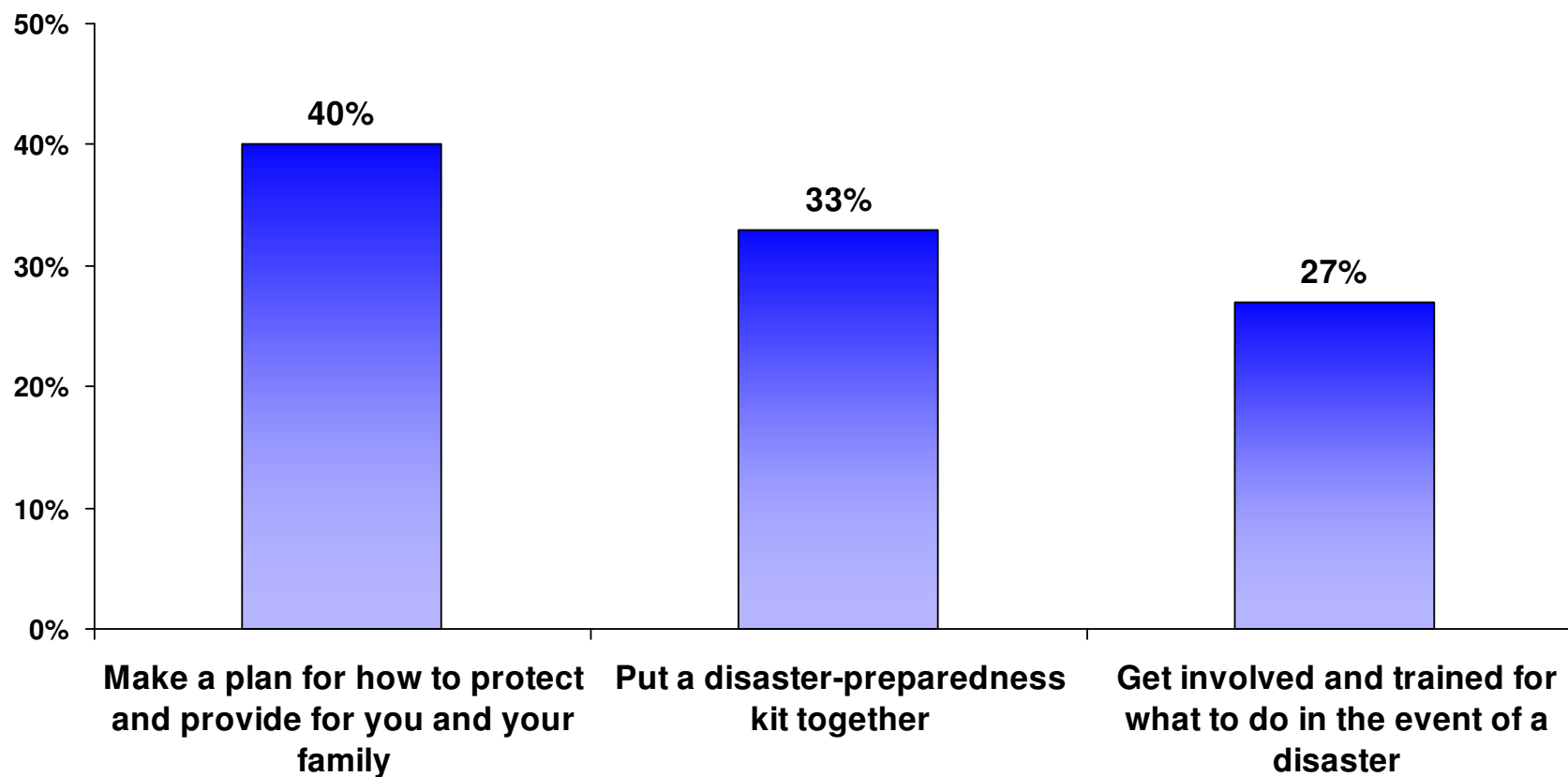
“*ALL OF THE ABOVE*”:

- Strongest with Women, Adults Age 35-54, and Those with Children

1ST STEP

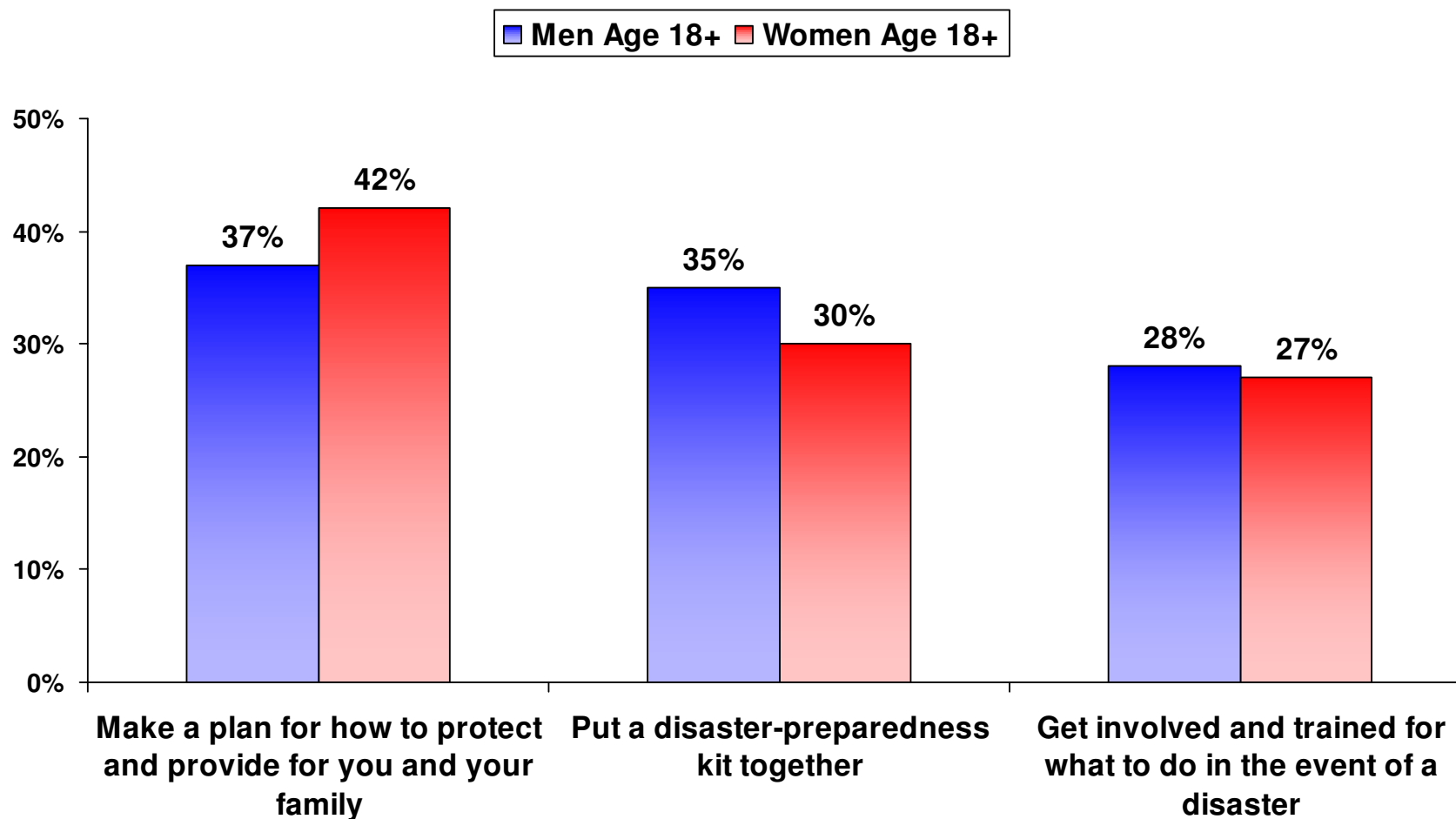
What is the most important first step a person can take to become better prepared for natural or man-made disasters?

■ Total King County Adults 18+



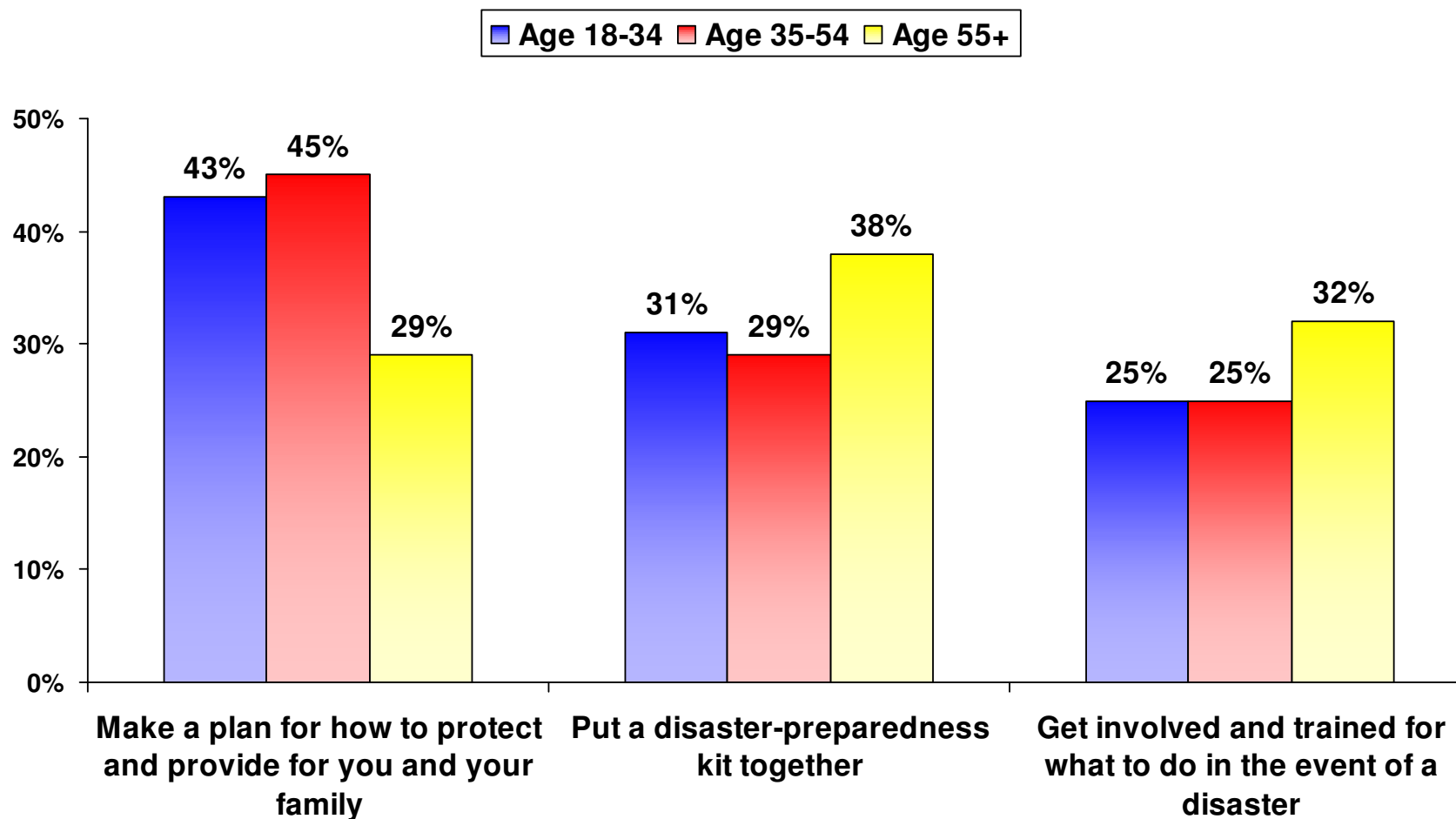
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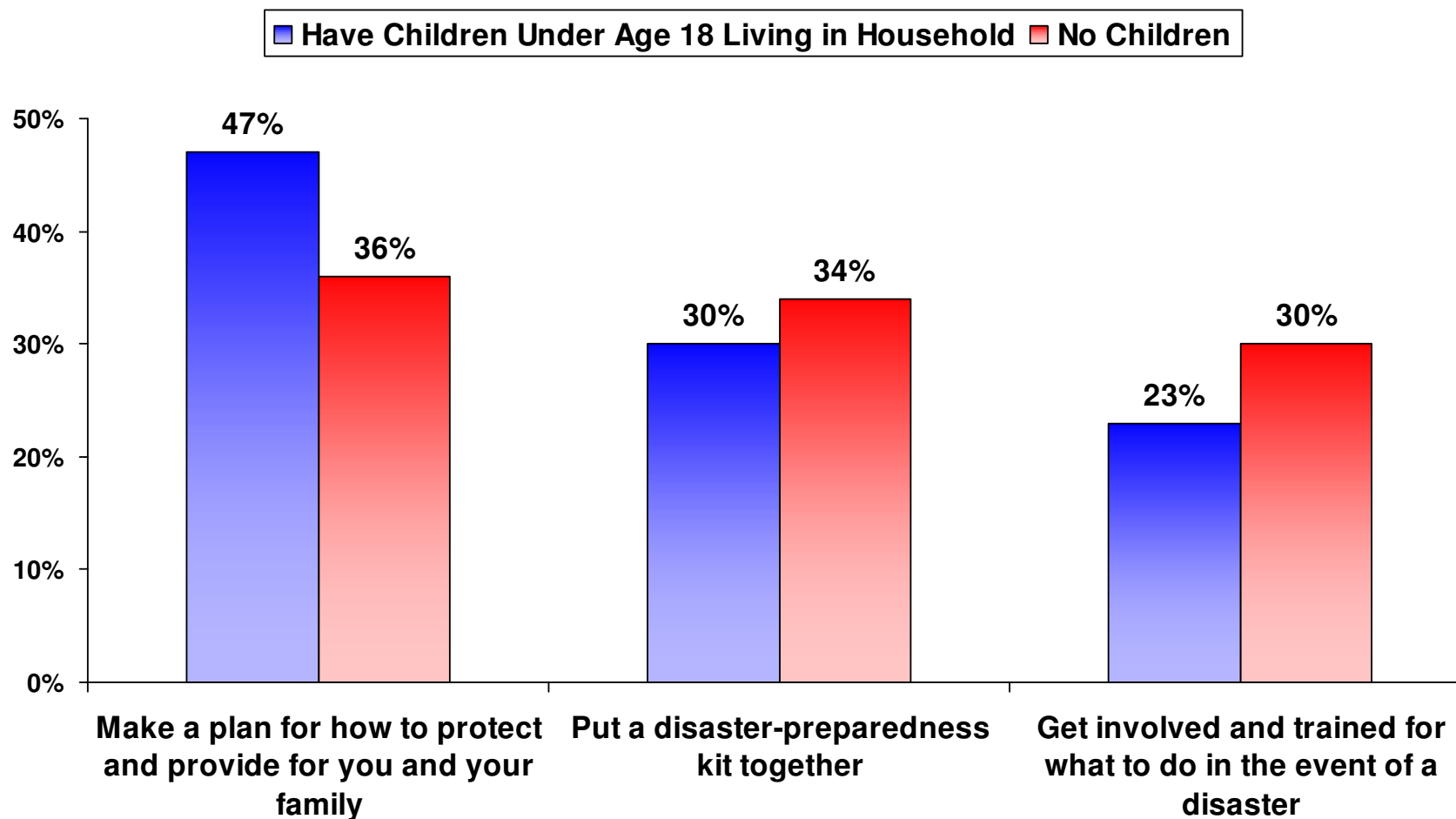
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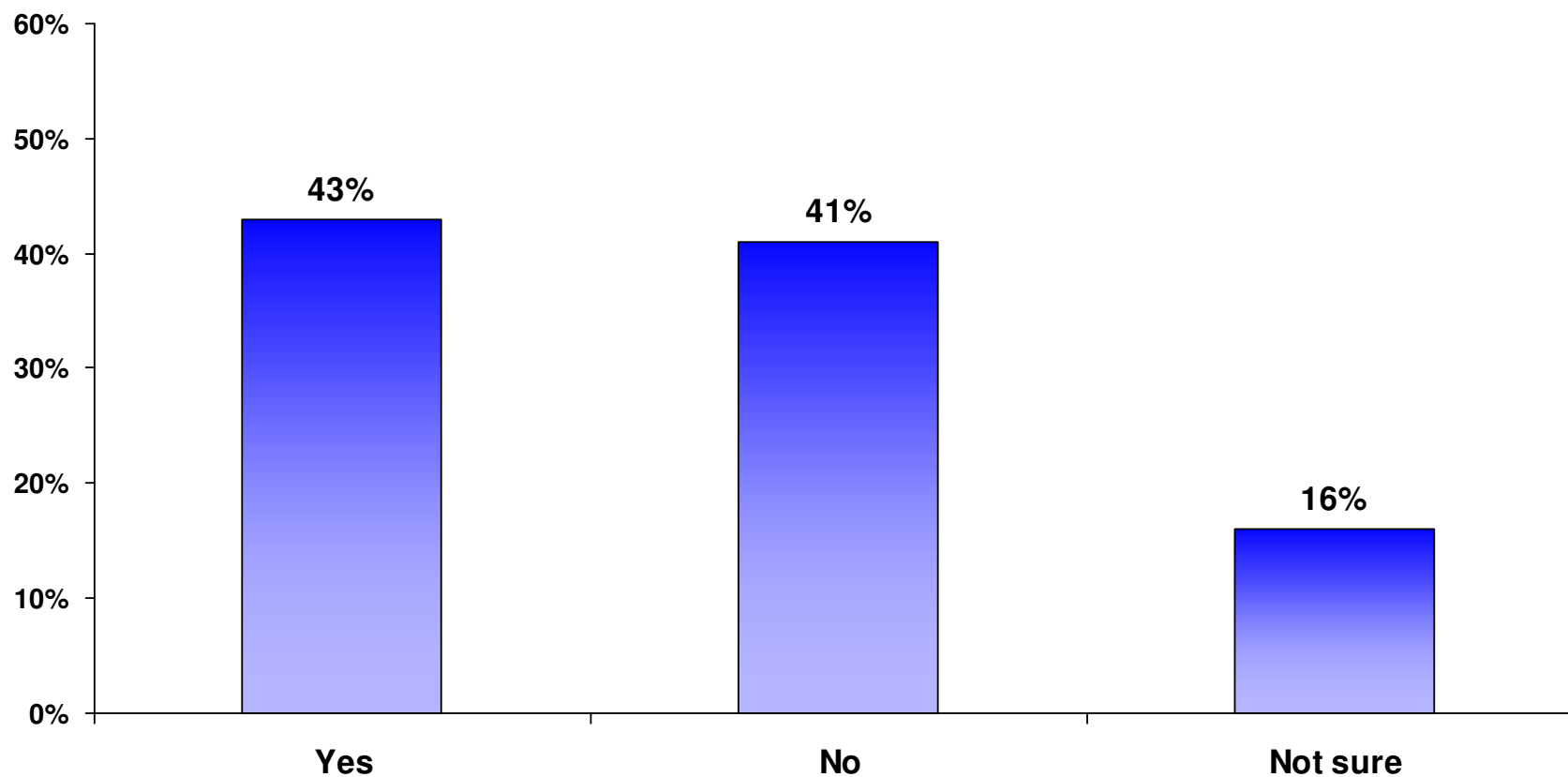
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HOUSEHOLD PLAN

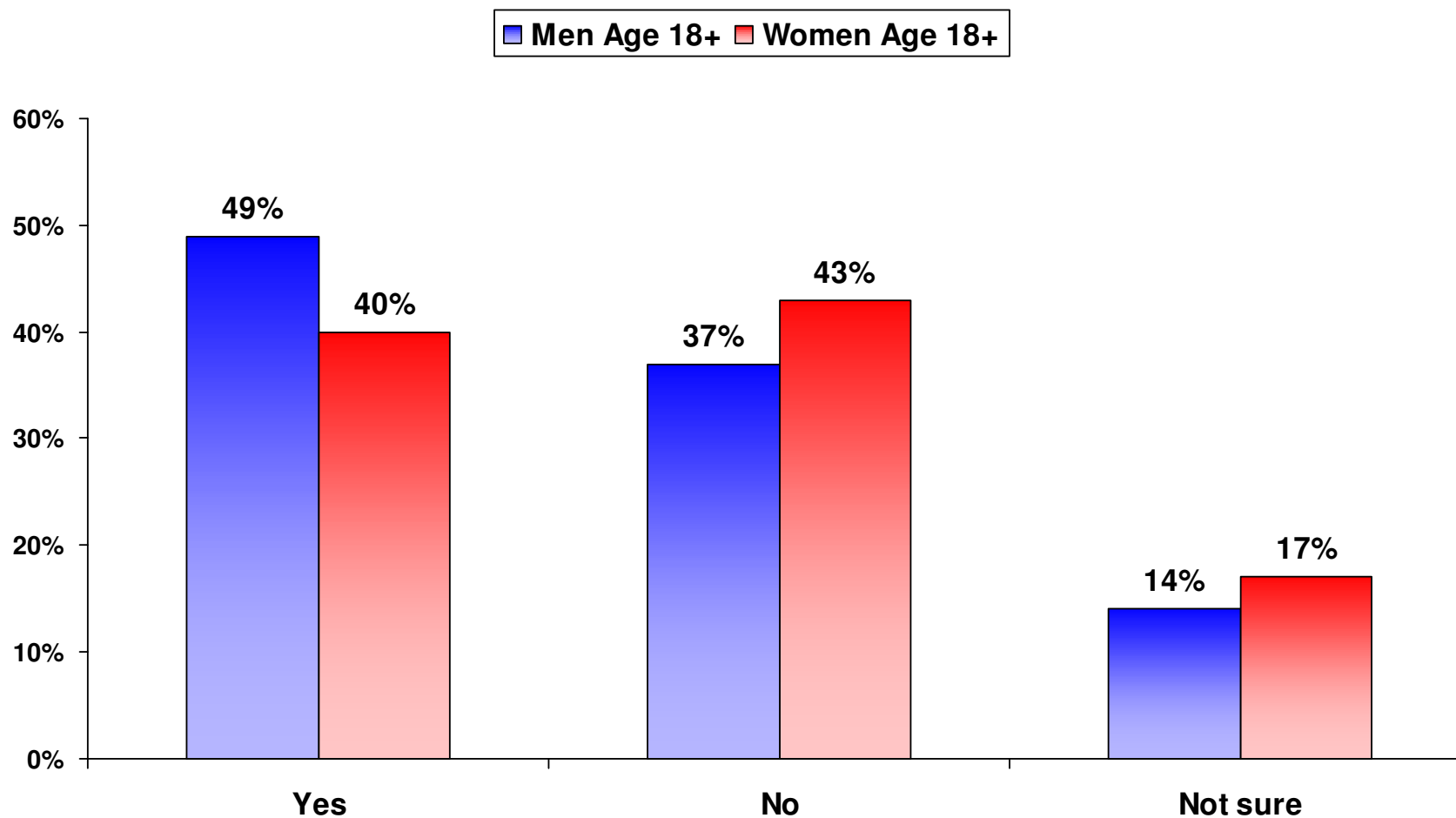
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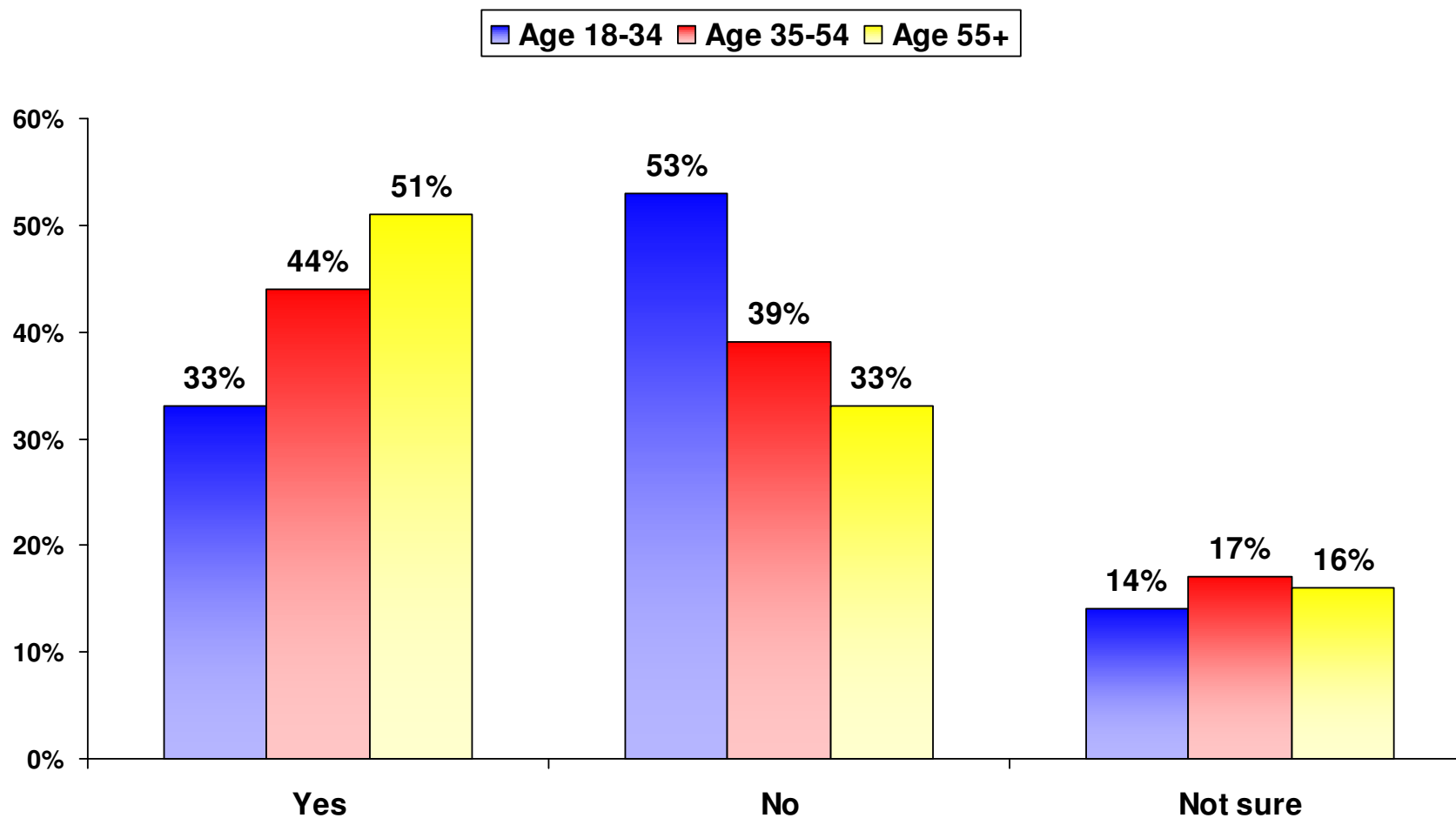
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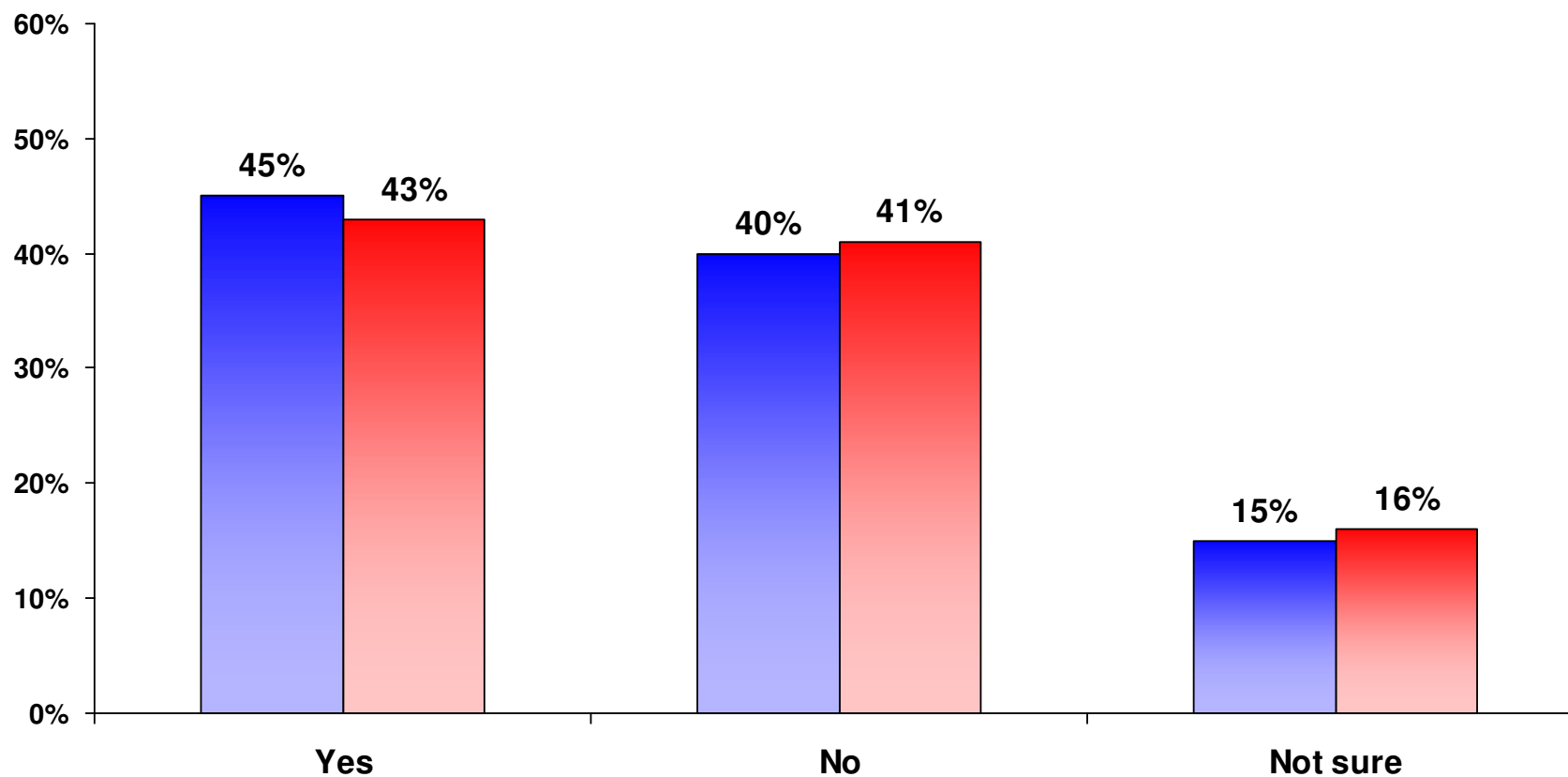
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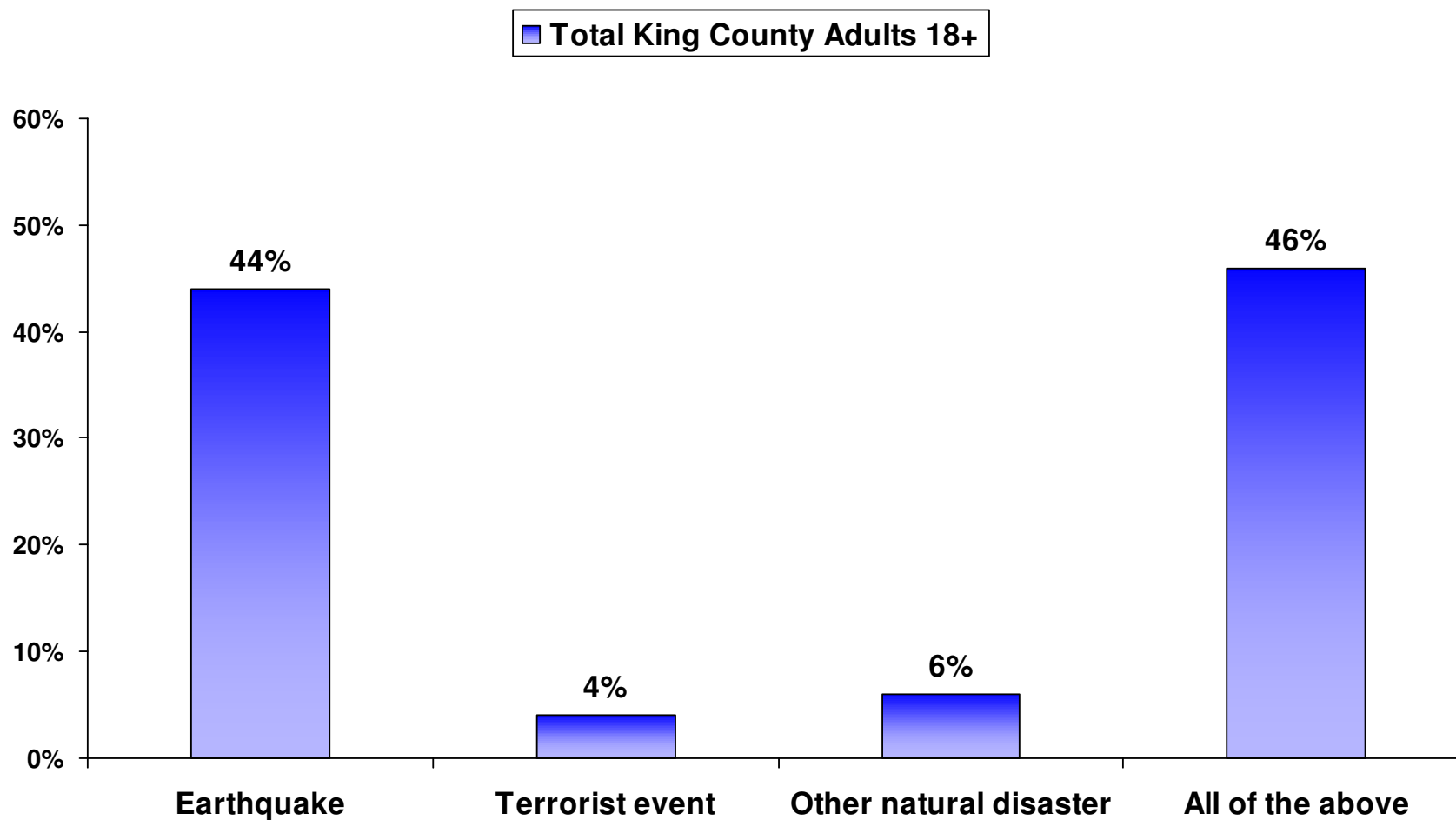
Does your household have an established plan and a disaster preparedness kit in place in case of a natural or man-made disaster?

■ Have Children Under Age 18 Living in Household ■ No Children



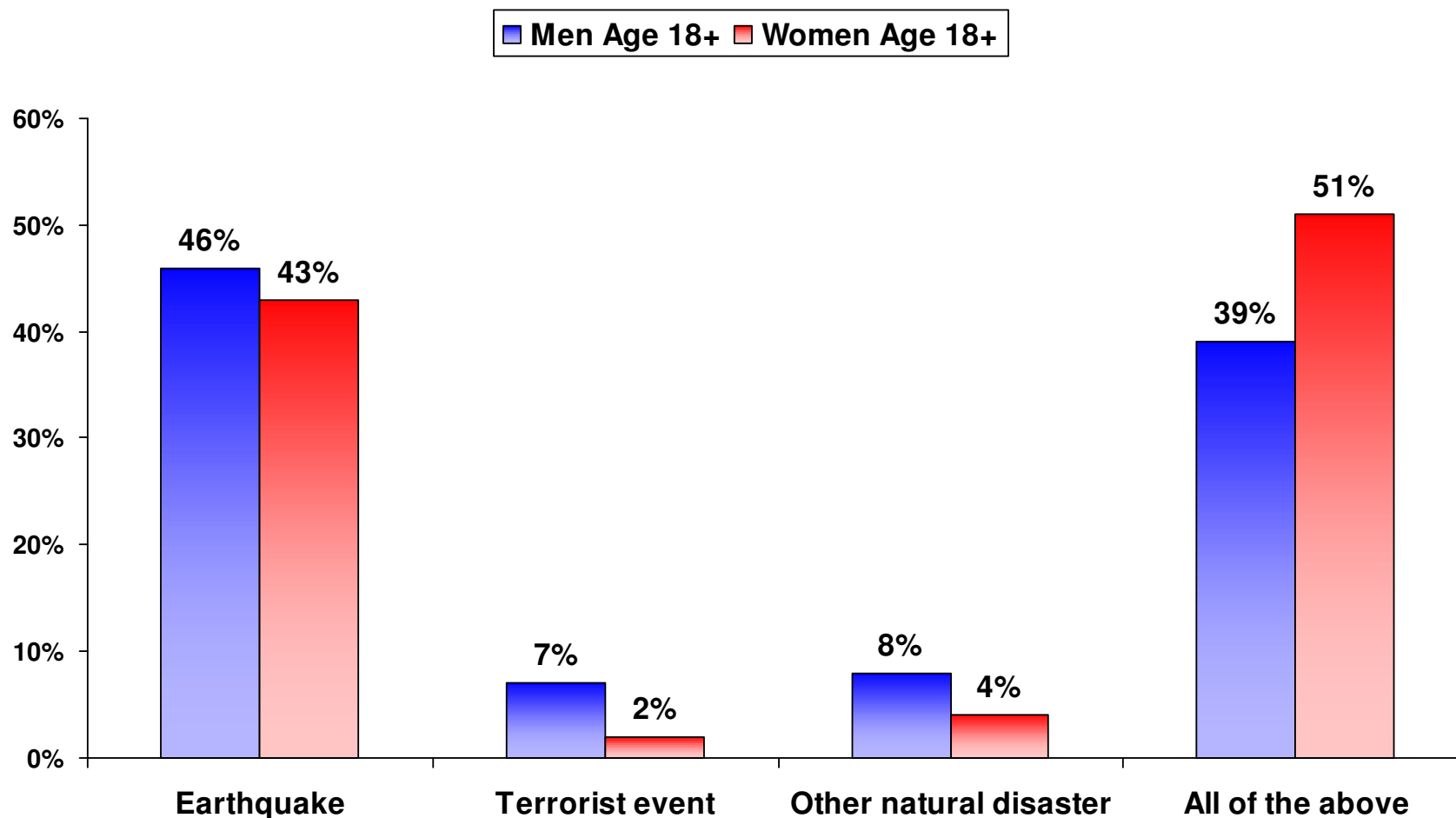
MOTIVATES TO BE PREPARED

As far as being prepared for different types of disasters, which ONE of the following types of disaster do you feel would be MOST important to be prepared for?



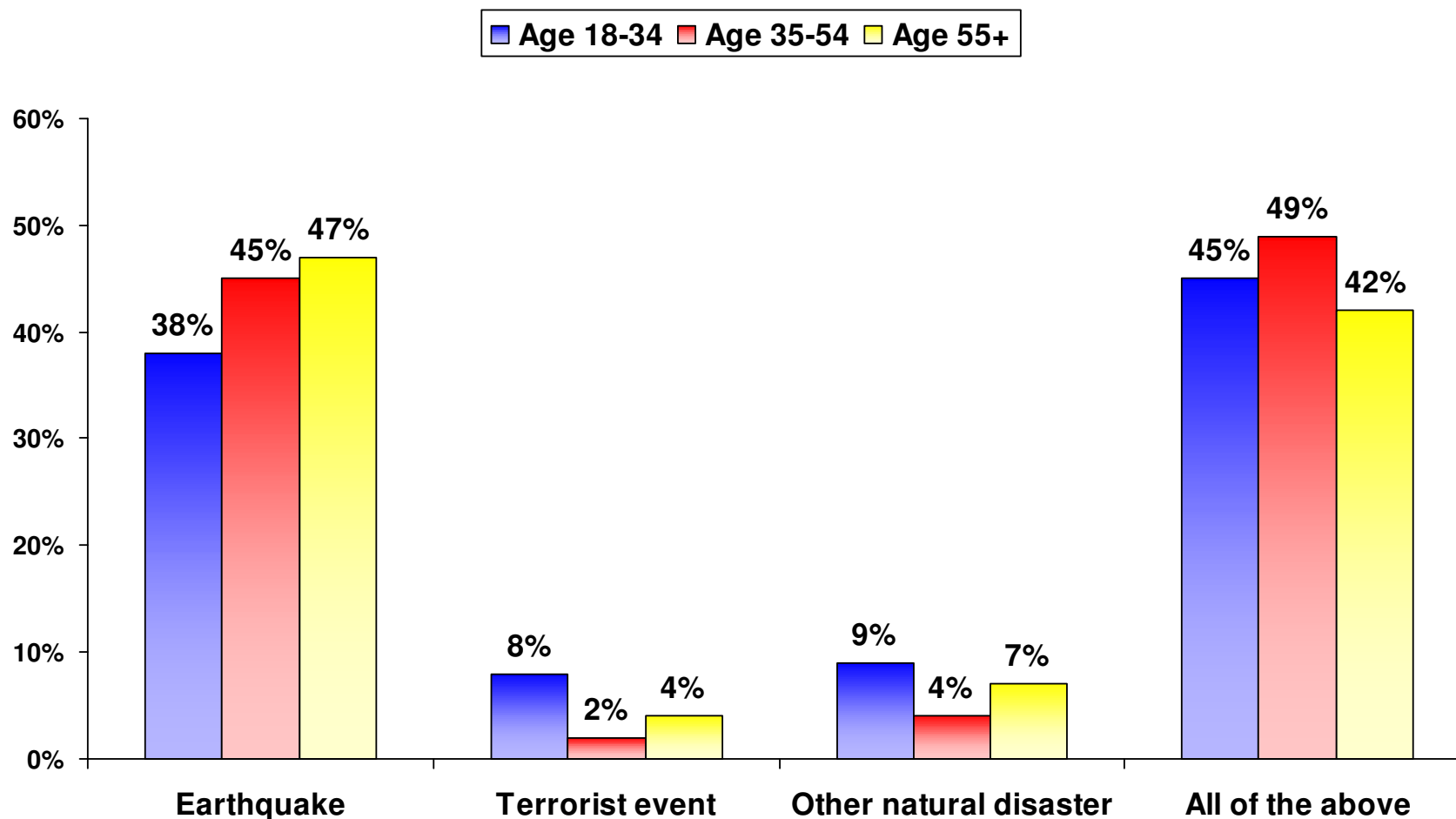
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